AW27

FORECUT



Fabrics and finishes

Strategy, pricing and markets

Autumn/Winter 2027, early outlook. In stores Aug 2027 – Jan 2028.

24 November 2026

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About this report

Fabrics, materials, washes, prints and finishes across every category.

Early outlook. SS27 signals carried into winter: waisted outerwear, handcraft on knits and quiet structure, with deep violet, plum and tannic bordeaux taking the place of black.

How to read the stages

Emerging new, test in small quantities

Rising growing, build into the range

Peaking at its height, sell through

Fading moving out, reduce or rework

Overview

Build around Fringed macramé tops, Laser-cut coral-relief dresses and Raffia wedge sandals.

Early outlook. SS27 signals carried into winter: waisted outerwear, handcraft on knits and quiet structure, with deep violet, plum and tannic bordeaux taking the place of black.

Build into the range

Fringed macramé tops, Laser-cut coral-relief dresses, Raffia wedge sandals, Sequin-flecked Fair Isle jumpers and Sheer-panel check shirts are rising and keep growing into SS28.

Test in small quantities

Parachute-poplin tuxedo shirts, Taffeta jogger evening trousers, Lightweight technical trench, Raw selvedge denim and Stretch commuter suiting are new ideas to try.

Sell through

Piped satin track jackets, Suede equestrian jackets, Brushed alpaca and Check-printed quilted puffers are at their height. Do not add depth.

Reduce or rework

Clear PVC heels, Mesh midi skirts, Plastic clogs and jellies and Sheer fine-gauge layers are moving out.

Range strategy

Build depth

- Fringed macramé tops
- Laser-cut coral-relief dresses
- Raffia wedge sandals
- Sequin-flecked Fair Isle jumpers
- Sheer-panel check shirts
- Sun-bleached distressed sneakers
- Tonal suede low-profile sneakers
- Trompe-l'oeil shirt-print tops
- Argyle knits

Test small

- Parachute-poplin tuxedo shirts
- Taffeta jogger evening trousers
- Lightweight technical trench
- Raw selvedge denim
- Stretch commuter suiting
- Stretch performance denim
- Tailored stretch trousers
- Technical stretch chinos
- Technical stretch shirting

Sell through

- Piped satin track jackets
- Suede equestrian jackets
- Brushed alpaca
- Check-printed quilted puffers
- Double-face wool overcoats
- Double-layer sheer skirts
- Fluid satin wide legs
- Grey melange flannel
- Leather pencil skirts with slit

Exit or rework

- Clear PVC heels
- Mesh midi skirts
- Plastic clogs and jellies
- Sheer fine-gauge layers
- Sheer mesh layering tops

Actions and timing

Actions for the range

- Move SS27 smocking details onto knit cuffs.
- Use tonal embroidery to keep it subtle.
- Offer mohair blends at mid price.
- Reduce lug-sole depth in new styles.
- Add a flat knee-high riding boot.
- Offer wide-calf fits.
- Invest in fabric quality over trims.
- Build a capsule of five clean core pieces.

Season timing

Shown on the runway	Feb–Mar
In stores, northern hemisphere	Aug 2027 – Jan 2028
Southern hemisphere	Same trends sold Mar–Aug, in local autumn/winter
Tropical and seasonless markets	Festive and occasion wear; lighter-weight versions of AW trends

Range checklist

- Give rising pieces the most options and depth.
- Buy emerging pieces in one or two colours first, then repeat what sells.
- Keep peaking pieces in core colours only; do not add new styles.
- Rework fading pieces with a rising detail, or clear them early.

How it developed

Piece	AW26	SS27	AW27	SS28	AW28
Fringed macramé tops		Emerging	Rising		Peaking
Laser-cut coral-relief dresses		Emerging	Rising	Peaking	Peaking
Raffia wedge sandals	Emerging	Emerging	Rising		Peaking
Sequin-flecked Fair Isle jumpers	Peaking		Rising		Fading
Sheer-panel check shirts		Emerging	Rising		Peaking
Sun-bleached distressed sneakers	Emerging	Rising	Rising	Peaking	Fading
Tonal suede low-profile sneakers	Emerging	Rising	Rising	Peaking	Fading
Trompe-l'oeil shirt-print tops		Emerging	Rising	Peaking	
Argyle knits	Emerging	Rising	Rising	Rising	Rising
Black and grey denim	Emerging	Rising	Rising	Rising	Peaking
Brushed cardigan coats	Rising	Rising	Rising	Rising	Peaking
Brushed mohair			Rising		Peaking

Carried on from SS27

Patent trench with storm flaps
Rising in SS27, peaking now

Quilted liner jackets
Rising in SS27, rising now

Brushed wool-cashmere coats
Rising in SS27, rising now

Sheer organza overlays
Rising in SS27, peaking now

Photographic and art prints
Rising in SS27, peaking now

Column knit dresses
Rising in SS27, rising now

What happens in SS28

Laser-cut coral-relief dresses
Rising now, peaking in SS28

Sun-bleached distressed sneakers
Rising now, peaking in SS28

Tonal suede low-profile sneakers
Rising now, peaking in SS28

Trompe-l'oeil shirt-print tops
Rising now, peaking in SS28

Argyle knits
Rising now, rising in SS28

Black and grey denim
Rising now, rising in SS28

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Winter handcraft

Key garment	Value	Mid	Premium
Smocked-cuff jumper	₹1,299–2,499	₹3,000–6,000	₹10,000+
Tonal embroidered shirt	₹1,199–2,199	₹2,800–5,500	₹9,000+
Brushed mohair knit	₹1,799–3,299	₹4,000–8,000	₹14,000+

Cost level: medium. Tonal embroidery costs less than multicolour. Mohair yarn is expensive; blends keep value prices.

Soft boots

Key garment	Value	Mid	Premium
Flat riding boots	₹2,499–3,999	₹5,000–10,000	₹18,000+
Slim-sole Chelsea boots	₹1,999–3,299	₹4,000–8,000	₹14,000+
Low-heel ankle boots	₹1,799–2,999	₹3,500–7,000	₹12,000+

Cost level: medium. Knee-high shafts use more leather; slim soles cost less than chunky lugs.

Pricing and cost

Indicative retail bands in ₹ for the Indian market. A planning guide, not a quote.

Quiet structure

Key garment	Value	Mid	Premium
High-waisted pleated trousers	₹1,499–2,699	₹3,200–6,500	₹11,000+
Funnel-neck knit	₹1,199–2,299	₹2,800–5,500	₹9,000+
Concealed-placket shirt	₹999–1,899	₹2,400–4,800	₹8,000+

Cost level: low. Simple constructions; quality of fabric matters more than details.

Waisted outerwear

Key garment	Value	Mid	Premium
Belted wrap coat	₹3,499–5,499	₹7,000–13,000	₹25,000+
Double-belted coat	₹3,999–5,999	₹7,500–14,000	₹26,000+
Cinched wool jacket	₹2,499–3,999	₹5,000–9,500	₹17,000+

Cost level: medium. Belts and loops add small trim costs. Wrap coats need more fabric than single-breasted.

Margin checklist

Before you cost

- Fix the retail band first, then work back to the cost you can afford.
- Agree minimums for any new trim or hardware early.
- Ask for a price on two versions: full detail and a simpler one.

Where cost hides

- Hand work such as beading, fringe and embroidery.
- Extra panels, pockets and linings.
- Custom hardware, washes and finishes.
- Duty and freight on imported trims.

Keep the look, cut the cost

- Place the detail where it is seen: neckline, cuff, hem.
- Use stock trims in season colours.
- Put the costly version in a small premium run.

Work out your margin at forecut.in/pricefold.html.

Markets

Asia

Regional direction

- Waisted outerwear for East Asia; lightweight layering pieces for tropical markets
- Craft on knits and festive wear for India and the Gulf winter season
- Structured tailoring in soft wools for Japan, Korea and northern China

Climate

From temperate four-season East Asia to tropical Southeast Asia and India, and the hot, dry Gulf. One collection rarely fits every market: weight, sleeve length and coverage change by country.

Best fit from this report

Sheer organza overlays, Column knit dresses, Sheer mesh layering tops, Slogan T-shirts

Key selling moments

- China: Lunar New Year, 618 and Double 11 (11.11) shopping festivals
- Japan & South Korea: Spring and autumn wardrobe changes, year-end gifting, Chuseok
- India: Diwali and festive (Sep–Nov), wedding seasons (Nov–Feb, Apr–May), summer

Europe

Regional direction

- Waisted and belted outerwear, soft-focus brushed surfaces
- Irregular, "living" textures from Première Vision AW27-28
- Quiet tailoring in technical wools

Climate

Temperate four-season climate: cold, wet winters in the north, hot dry summers around the Mediterranean.

Best fit from this report

Check-printed quilted puffers, Patent trench with storm flaps, Lightweight technical trench, Brushed wool-cashmere coats

Key selling moments

- France, Italy & UK: January and July sales, Christmas, summer holidays
- Nordics: Midsummer, Christmas
- Southern Europe: Summer travel season, Easter

North America

Regional direction

- Technical outerwear and waisted coats
- Elevated denim and leather
- Sneakers step back for loafers and refined shoes

Climate

From cold Canadian winters to hot, humid southern US summers and Mexico's warm highlands and coasts.

Best fit from this report

Lightweight technical trench, Quilted liner jackets, Suede equestrian jackets, Slogan T-shirts

Key selling moments

- United States: Back to school, Thanksgiving and Black Friday, holiday, spring break
- Canada: Holiday, Boxing Day
- Mexico: Día de Muertos, holiday season, Buen Fin sales

Markets

South America

Regional direction

- International AW27 trends sell in local winter, Mar–Aug 2028, in lighter weights for the tropical north
- Leather and knitwear for Argentina and southern Brazil

Climate

Tropical in the north and Brazil's coast; temperate and four-season in Argentina, Chile and southern Brazil. Seasons are opposite to Europe.

Best fit from this report

Check-printed quilted puffers, Photographic and art prints, Floral print midis, Seersucker sundresses

Key selling moments

- Brazil: Carnival (Feb/Mar), Christmas and New Year summer
- Argentina & Chile: Christmas summer, winter holidays (July)
- Colombia & Andean: Year-end holidays, festivals

Africa

Regional direction

- West Africa: occasion and festive (Detty December) rather than cold-weather wear
- South Africa: AW27 trends sell in local winter, Mar–Aug 2028
- South Africa AW27 runway (SAFW, Oct 2026): kaftans, capes and blanket wraps, A-line shapes, handcrafted and unisex denim, ochre, azure and orange-blue palettes

Climate

Mostly hot: tropical West and Central Africa, highland East Africa, Mediterranean north, and a temperate, southern-hemisphere South Africa.

Best fit from this report

Check-printed quilted puffers, Photographic and art prints, Floral print midis, Slogan T-shirts

Key selling moments

- Nigeria & West Africa: Detty December, weddings, Eid
- South Africa: Festive summer (Dec), Black Friday
- North Africa: Ramadan and Eid, summer weddings

Oceania

Regional direction

- International AW27 trends sell in local winter, Mar–Aug 2028
- Merino knitwear and practical outerwear

Climate

Southern-hemisphere seasons: summer Dec–Feb, winter Jun–Aug. Mostly temperate, tropical in the north of Australia.

Best fit from this report

Check-printed quilted puffers, Sheer organza overlays, Photographic and art prints, Floral print midis

Key selling moments

- Australia: Christmas summer, Black Friday, end-of-financial-year sales (June)
- New Zealand: Christmas summer, winter (June–August)



India in depth

India

Indian buyers read AW27 through festive and wedding demand, summer weights and handloom. Forecut publishes separate India season reports with craft clusters, colours that sell there and price bands.

See forecut.in/india.html for the India forecasts.

Forecut

Seasonal fashion forecasts and design tools for designers, brands and fashion schools.

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Sources: AW27 runway shows take place in February–March 2027, so this season is a Forecut projection built from SS27 runway signals and the season's colour direction. It will be updated as runway coverage arrives.

Forecasts are Forecut's own reading of the season and may change as collections and sales data arrive. For your own planning only; please do not resell.